



WPTV

# ORDER

Print Date 08/21/12

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Flight Dates **08/07/12-08/08/12**

Contract / Revision      **307120 /**

Original Date / Revision  
08/06/12    08/07/12

Advertiser **Florida Votes**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road  
Ste C-101  
Austin, TX 78746**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product  
**Florida Votes**

Agency Com    15%

Billing Contact

**4201 Bee Caves Road  
Ste C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1219**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	19	\$15,087.50	\$17,750.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$15,087.50</b>	<b>\$17,750.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/09/12	19	\$15,087.50	\$17,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	WPTV	08/07/12	08/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	- 11 - - - -	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- 11 - - - -					2	\$950.00		0.00			
E 3	WPTV	08/07/12	08/08/12	Oly M-Su Late News M-Su Late News/Olympic	CM	11p-1235a	- 11 - - - -	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- 11 - - - -					2	\$1,500.00		0.00			
E 4	WPTV	08/07/12	08/08/12	Oly Daytime Daytime/Olympics	CM	10a-5p	- 22 - - - -	:30	4	\$950.00	P-2	0.00	NM	4	\$3,800.00



**WPTV**

Print Date: 08/21/12

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Contract / Revision    **307120**    Flight Dates **08/07/12-08/08/12**

Hiatus Dates

Original Date / Revision    08/06/12/    08/07/12

Order Sep    00:20:00

Advertiser    **Florida Votes**

Product **Florida Votes**

Estimate #    **1219**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WPTV	08/07/12	08/08/12	Oly Daytime Daytime/Olympics	CM	10a-5p	- 22 - - - -	:30	4	\$950.00	P-2	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- 22 - - - -	4		\$950.00	0.00							
N 5	WPTV	08/07/12	08/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	- 11 - - - -	:30	2	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- 12 - - - -	3		\$350.00	0.00							
N 6	WPTV	08/07/12	08/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 11 - - - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- 11 - - - -	2		\$1,000.00	0.00							
N 7	WPTV	08/07/12	08/08/12	M-F 530-6p M-F 530-6p	CM	530-6p	- 11 - - - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- 11 - - - -	2		\$850.00	0.00							
N 8	WPTV	08/07/12	08/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11 - - - -	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- 11 - - - -	2		\$1,200.00	0.00							
N 9	WPTV	08/08/12	08/09/12	Oly Daytime Daytime/Olympics	CM	10a-5p	- - - - - -	:30	0	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - 11 - - -	2		\$950.00	0.00							
Totals														19	\$17,750.00